

Plain Talker

GULF STATES UTILITIES CO.

JANUARY, 1958



Plain Talks

PLAIN TALKS is issued by the Advertising Department, Gulf States Utilities Company, Lock Drawer 2951, Beaumont, Texas. Kenneth Sutton, advertising director; James S. Turner, supervisor of publicity; Jack Stengler, associate editor; Jasper F. Worthy, contributing editor, Baton Rouge; Marie Allen, contributing editor.

BE IT HEREBY RESOLVED

Imagine what life in these United States would be like if it weren't for good old American tradition. Many of life's fondest memories wouldn't be. A young groom wouldn't carry his bride over the threshold. There'd be no "lagniappe" or Easter egg hunts for the youngsters. No Army-Navy game. No stockings hanging at Christmas.

And no New Year's resolutions.

We like tradition and since January is the time for those traditional resolutions, here are some which Gulf Staters are doing their best to have come true in 1958:

Safety Department: Lead employees to a record 5,000,000 accident-free manhours worked.

T & D Department: Keep on winning friends for our Company by furnishing topnotch service in foul weather as well as fair.

Production Department: Squeeze out still another kilowatthour of electricity per BTU, if possible.

Treasury Department: Preserve its record of having good figures in the books and on the job.

Gas Department (Baton Rouge): Remember the main!

Sales Department: Keep on toppling sales records despite slumping sales elsewhere in the U. S. A.

And, while we're on the subject, here are some resolutions which we may as well admit fall in the realm of wishful thinking:

R. E. A. Cooperatives: Determine to live up to the purpose for which they were established, i.e. to furnish electric service to folks in areas where it is not economically feasible for investor-owned companies to operate.

Political power group: Admit that government-owned and operated electric systems constitute socialism, and that they are more interested in votes, not volts when it comes to legislation affecting the electric industry.

T. V. A.: After a quarter of a century of accepting an allowance from the rest of the taxpayers, decide to grow up instead of out and begin paying its way.

Nikita Khrushev: Decide that his scientists are plotting against him and have them deported to Switzerland.

If these resolutions come to pass, '58 will really be great!

JST

CONGRESS SHOULD KILL TVA REVENUE BILLS

The 85th Congress—a vital group of Americans with missiles on their minds and sputniks before their eyes—began their second session this month.

With part of their thoughts way out in space, members of Congress understandably may concentrate more on defense measures than domestic spending.

However, one of the leading items of unfinished business in the power field is the question of how the Tennessee Valley Authority's future power needs are to be paid for.

The Senate last year passed a bill (S 1869) authorizing TVA to finance future power additions out of revenue bonds to the extent of \$750,000,000. Awaiting House action is a similar bill (HR 4266), with no limit set on the bond amount. Both bills, if passed, would, in essence, convert TVA from a government operation to a business operation, since TVA would be freed from a large number of Congressional controls now imposed upon all government agencies.

Passage of the bills would mean that the more than \$1,500,000,000 in taxes already invested in TVA by ALL OF THE NATION'S TAXPAYERS would be used as capital investment in a "business" which serves a relatively small segment of taxpayers.

This is so transparently unfair that it is not likely to pass unnoticed by our hard-pressed elected representatives. Government and business are essentially opposites. As wise Thomas Edison said, "The government never goes into business, for it never makes ends meet. And that is the first requisite of business. It just mixes a little business with a lot of politics and no one ever gets a chance to find out what is really going on."

JST

January, 1958

Vol. 36, No. 1

DIRECTORS

Munger T. Ball, Port Arthur; George R. Fulton, Beaumont; Thomas J. Hanlon, Jr., Prairievile; Harold C. Leonard, Baton Rouge; Charles P. Manship, Jr., Baton Rouge; John J. Morrison, Beaumont; Roy S. Nelson, Beaumont; Will E. Orgain, Beaumont; C. Vernon Porter, Baton Rouge; Edward H. Taussig, Lake Charles.

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OUR COVER



"Where does the time go?" ponders little Mary Katherine Atkins, as she looks back on twelve months of 1957, as represented by the twelve 1957 editions of Plain Talks. (The first two issues were especially interesting to Kathy; she wasn't on earth to see them.) But little Miss Atkins, the symbol of 1958, looks forward with optimism and confidence to an outstanding year. "I think I'll do much better with 12 full months to grow in," she says. Growth, obviously, is the magic word, both among the hundreds of youngsters in the Gulf States family and the Company itself. In this resource-rich area we serve, we've all got something to "grow" about.



Beaumont Mayor Jimmie Cokinos, standing, center, presents President Nelson with a copy of the resolution passed by Beaumont's City Council honoring Mr. Nelson for his acceptance of the chairmanship of the Committee of 100 which will help develop a master plan for Beaumont. Tom Campbell, resident planner for Harland Bartholomew, St. Louis, Mo. planning firm, looks on. Seated are left to right, Councilmen Dr. J. R. Venza, Dr. G. M. Brassard, Paul Anger and Harry Mason. A reproduction of the resolution is printed at right.

Mr. Nelson Accepts Formal Appointment As Head Of Citizens Committee of 100

President Nelson has accepted the formal appointment to head Beaumont's unprecedented Citizens Committee of 100 on a master plan for developing his home city of Beaumont.

Largest of its kind in the city's history, the Committee of 100 will work with the nationally known planning firm of Harland Bartholomew and Associates of St. Louis, Missouri, which has been retained by the city to develop the comprehensive master plan for the development and betterment of the city.

On December 17, Mayor Jimmie P.

Cokinos and the City Council formally ratified the appointment of President Nelson to the important position. The Council also honored Mr. Nelson with a resolution, (above) on the occasion of his official acceptance.

Both of Beaumont's newspapers, THE JOURNAL and THE ENTERPRISE, commented favorably on the Council's selection of our president to head the committee.

An ENTERPRISE editorial said, "Roy S. Nelson, president of Gulf States Utilities Company, is an excellent choice to head the group. Both Mr. Nelson and his firm have been closely

Beaumont City Council

Honors Our President —

A Resolution

WHEREAS, The Committee of 100 has been created by the City Council to assist in the preparation and adoption of a Comprehensive Plan for the City of Beaumont; and,

WHEREAS, Roy S. Nelson has agreed to accept the Chairmanship of The Committee of 100, and the Council in making this appointment would like to express its deep appreciation to this outstanding business leader of the Southwest and acknowledge that it is deeply conscious of the fact that Roy Nelson has accepted this Chairmanship, despite his obligations to his own Company and to many other major enterprises of regional and national scope; and,

WHEREAS, the Council recognizes Mr. Nelson has put the interests of the future of his home City of Beaumont above his more immediate duties in the field of business and is giving added emphasis to the several of civic achievements compiled by him in this area over the past several years, outstanding among which was the success of the 1950 Community Chest Campaign which was headed by him. That date under Roy Nelson's leadership won over the top for the first time in more than a decade. This and his many other accomplishments were recognized in 1956 when he was given the Golden Deeds Award by the Beaumont Exchange Club; and,

WHEREAS, Roy Nelson, as head of the Gulf States Utilities Company, not only commands the confidence and respect of thousands of stockholders of that Company, but to this also was the admiration of his colleagues at the helm of similar concerns in other parts of the country. This admiration and confidence has found expression earlier this year when he was named Vice-President and Director of the important Texas Atomic Energy Research Foundation which was organized by eleven Texas electric Companies to finance the study of controlled fusion. He was also a Director of the Palms Electric Institute. In addition to the above, Roy Nelson is a Director of Tennessee Gas and Transmission Company, one of the nation's industrial giants. He is also a member of the Advisory Board of The Texas Fund and

WHEREAS, the successful operation of the Company which Roy Nelson heads depends on accurate forecast of the future and the fact that the Company under his guidance doubled in size in a short period of time is evidence of his ability and forward-looking leadership; he has proven the ability to discern and interpret today the trends that reveal the probable stage of tomorrow and it is such talent that will be of vital importance in the success of The Committee of 100 in mapping the future of Beaumont;

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL
OF THE CITY OF BEAUMONT:

That Roy S. Nelson be, and he is hereby, appointed Chairman of The Committee of 100; and
be it further resolved that the City Council formally express its gratitude and the gratitude of
the citizens of Beaumont to Roy Nelson in accepting the leadership for this important Com-
mittee.

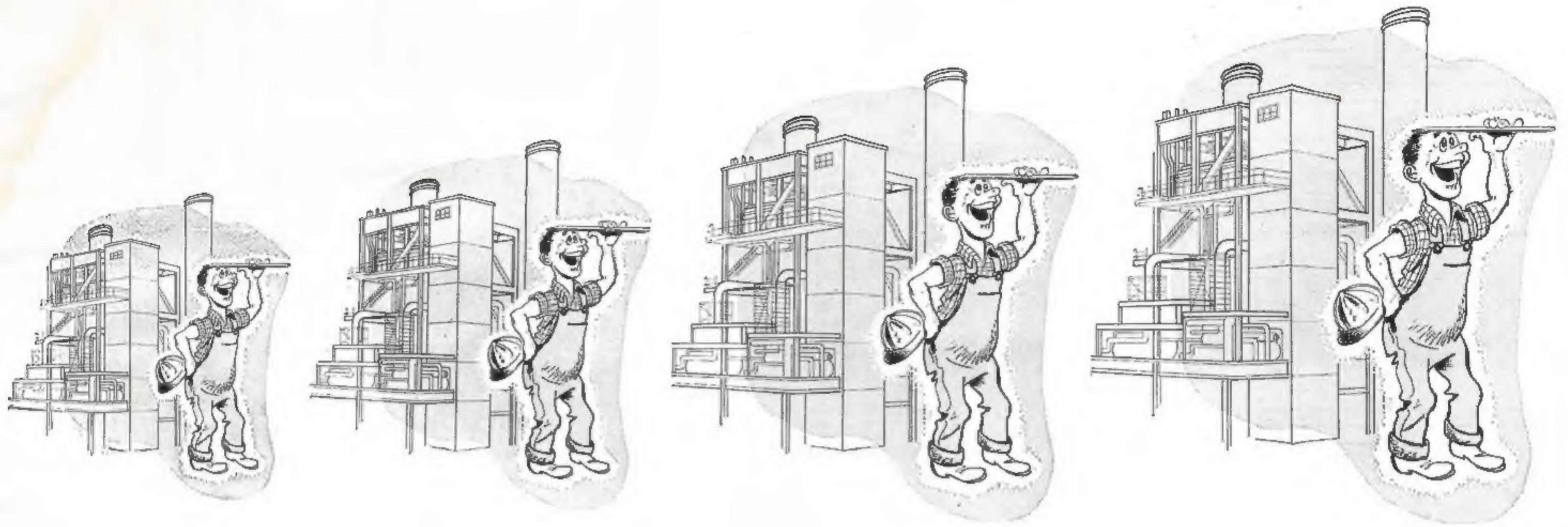
PASSED by the City Council this 18th day of December, A.D. 1957.

*Jimmie P. Cokinos, Mayor
Councilmen
Frank H. Anger
Dr. G. M. Brassard
Dr. J. R. Venza
Harry P. Nelson*

associated with the growth and robustness of the fabulous industrial empire on the Gulf Coast. Both have assumed roles of leadership in the parade of progress in Beaumont itself. Both have the 'forward look.'

"We agree with Mayor Jimmie P. Cokinos when he says that the Gulf States' executive's acceptance of the chairmanship of the committee should be a source of pride to all of us."

Additional subcommittee chairmen and members will be announced as organization of the Committee of 100 continues.



Will YOU Grow With The Company In 1958 ?

As a Gulf Stater you know our Company is expanding at an accelerated pace to "power" the skyrocketing growth of the area we serve.

Other businesses in the area, large and small, are growing, too. One of these, the Gulf Supply Company, held

This year we have set for ourselves the highest sales quota in our history. Since we have always exceeded our quotas in the past, there is every reason to believe these quotas will again be exceeded in 1957. Every store is being expanded; new people are joining our organization; and new equipment

'Yes'. However, that question cannot be answered by mere words, but will be answered by everything you do or say every minute of every day this year.

"Just as surely as we can predict that Gulf Supply will grow this year, we can predict who in the company will attain the most personal growth. It will be the person who realizes that in this competitive world in which we live, nothing is free. Just as Gulf Supply must learn it has to earn every sale by doing a better job than our competitors, every person in the organization must earn their position by having more to offer than the next fellow and by doing more. The company owes us nothing - we must earn it. The person who realizes that no one owes our company a thing and is grateful for the opportunity of sharing in



Take your responsibilities seriously.

its annual sales meeting in Beaumont a year ago this month. Mr. Mickey V. Elliott, district manager of the company's Baton Rouge store, made a straight-from-the-shoulder talk which states the facts of life in personal progress in any company.

Here's Mr. Elliott's talk.

"Gulf Supply Company is growing.

is being purchased. All of these factors of growth mean opportunities for real personal growth for each of us and without this personal growth we cannot hope to attain our overall goal. Will YOU take advantage of these opportunities? Will YOU grow with Gulf Supply Company this year?

"Certainly everyone here will say



Be courteous.



Be neat, well-groomed and aggressive.
the problems of others.

Don't Worry About Salary

"It will be the person who invests himself in his job. A man need never worry about being paid too little. If he is not paid enough by Gulf Supply and does outstanding work, he will be sought out by others. All the world is looking for capable people. Every organization, including ours, is limited by only one thing: ability of the people in that organization. It will be the person who has the most ambition; who is not content with things as they are; the person who wants a better company, a better job and wants to take home more money for his or her family.

"It will be the person who has the ability to get the job done and well; who is willing to improve himself; willing to study; one who is courteous; one who asks intelligent questions and analyzes the answers and puts the new knowledge to work.

"It will be the person who is looking for responsibilities to assume and who carries a job through to completion. One who is willing to work harder than most - and does it with cheerfulness and enjoys it. The person who does hard work for long hours without grumbling and with gratitude that there is work to be done. It will be the person who, through his honest desire to give of himself to his company and its customers, gains the respect of both. It will be the person who finds a place in the community, in the church and lives the kind of life that says, 'This is my town and I'm going to help in my way to make it a better one.'

Family Life Is Important

"It will be the person whose family life is a happy and constructive one. It will be the man whose wife is willing to do the many things necessary to help her husband in his job; who keeps him in the right frame of mind and encourages him to give his best; who refrains from distracting him from his work by selfish demands; who sends him away from home in



Be able to work as a team member.

the morning with a good breakfast, well groomed and ready to conquer the world.

"It will be the person who has the most imagination and exercises the most initiative; who does things without being told. It will be the friendly person who is willing to help his fellow worker or our customers who understands that we all have our weaknesses and overlooks the other fellow's faults while trying to eliminate his own.

"It will be an honest person. A person who is honest with himself and with others and will not let personal wishes keep him from making honest decisions.

Teamwork Pays Off

"It will be an humble person who realizes that every man must have help. Nothing can be accomplished

alone; therefore, an humble person gives and accepts that help in true team spirit.

"And finally, it will be a person who has faith - faith in himself, in God and faith in his company.

"Are you this person? If you are, and you are willing to make the necessary sacrifices, you will rise above your job. You will be offered greater responsibility and will enjoy the respect that accompanies that responsibility.

"Your life will be a fuller one and you will have that most important satisfaction of having done a job well. You will find that you have grown in your job and that your job has grown. Your personal growth will insure the success of our company.

"Is it worth the effort? Will You grow this year with Gulf Supply Company?"

Do the job well.





Mr. Pace



Mr. Gajeske

Pace, Gajeske Advance In Purchasing Department

A personnel change, involving a Baton Rouge and a Beaumont employee has been announced. The change became effective January 1.

Ray S. Pace, formerly purchasing agent in Baton Rouge, has been appointed purchasing agent in Beaumont, and Alfred E. Gajeske, former buyer with the Purchasing Department, Beaumont, has been appointed purchasing agent in Baton Rouge..

Mr. Pace

A native of Anson, Texas, Mr. Pace received an A.A. degree from Lamar Junior College, Beaumont, and a B.A. degree from Hardin-Simmons University in Abilene. He joined Gulf States in 1936 as a messenger in Beaumont, later that year becoming a utility clerk and then an assistant voucher clerk. In 1937 he became a customer accounts clerk, in 1938 a traveling cashier and later that year, a utility clerk, in 1940 a clerk in the Purchasing Department, in 1941, purchasing clerk, in 1947, statistical clerk, and in 1948, general clerk. In 1949 he transferred to Baton Rouge as purchasing agent, the position he held at the time of his latest promotion.

Mr. Gajeske

A native of Beaumont, Mr. Gajeske attended Lamar Junior College, Beau-

mont, and received a BBA degree from the University of Texas, Austin. He joined our Company in 1951 as a clerk in the Purchasing Department, Beaumont, having previously been employed by the Railway Express Agency, Beaumont. In 1952 Mr. Gajeske became a buyer for the Purchasing Department, the position he held at the time of his promotion.



Mr. Meinscher

Meinscher, Morrison Are Promoted

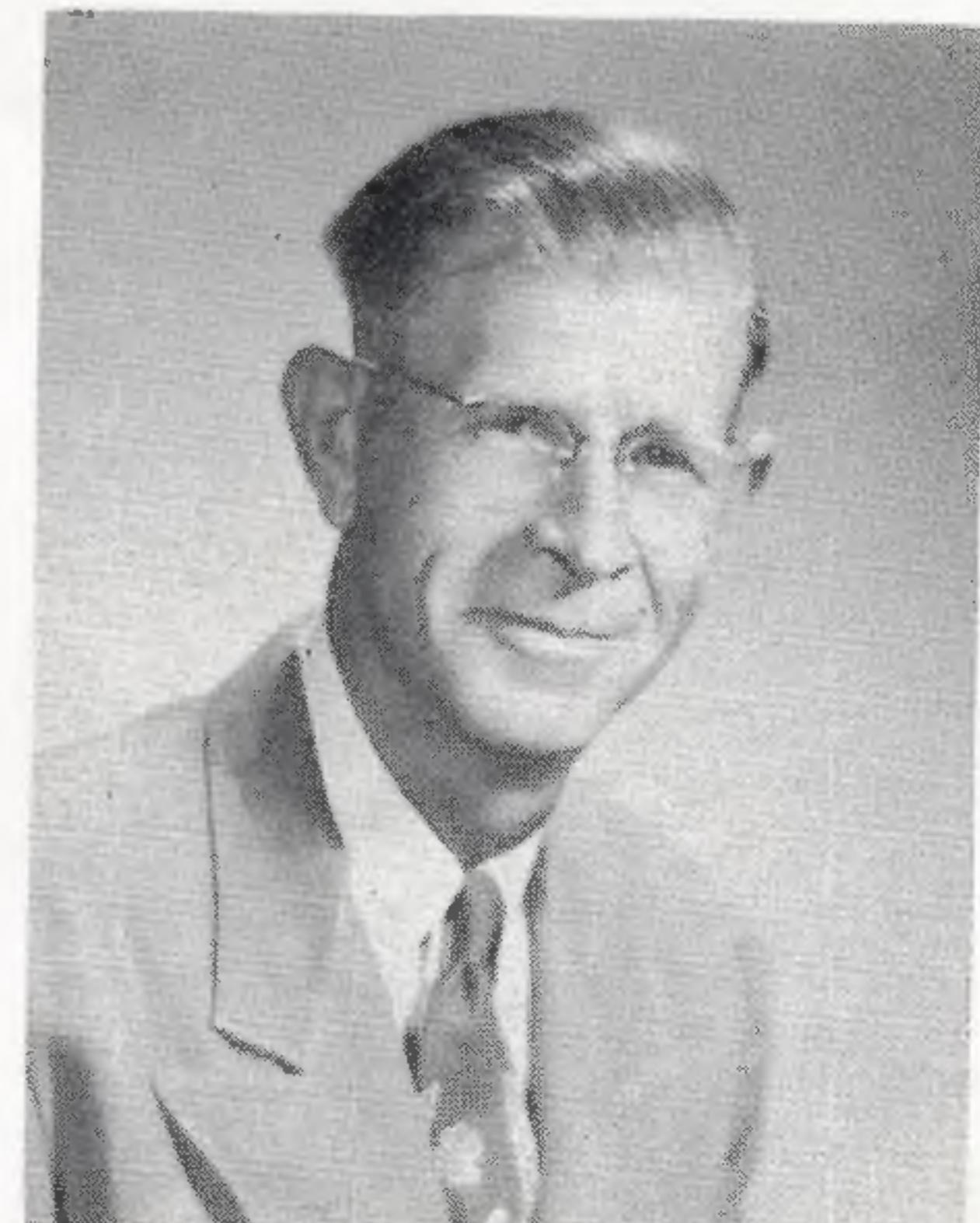
Julius T. Meinscher Jr., formerly accountant in the IBM Department, Beaumont, has been named assistant supervisor of the Billing Department, Beaumont. Hugh Cruthirds Morrison, formerly labor foreman, Beaumont, has been named substation foreman. Both promotions were effective January 1.

Mr. Meinscher

A native of Beaumont, Mr. Meinscher attended Lamar Junior College, Beaumont. He joined Gulf States in 1950 as an accounting clerk in the General Accounting Department, Beaumont. He became a clerk in the Stores Department later in 1950 and an accounting clerk in 1952. In 1953 he left our Company for duty with the U. S. Army, returning in 1955, as an accounting clerk in the IBM Department. In 1957 he became accountant in the IBM Department, the position he held at the time of his promotion.

Mr. Morrison

Mr. Morrison, a native of Beaumont, joined our predecessor company, the East Texas Electric Company, in 1924, as a lineman, in Beaumont. He became a meter tester and repairman in 1941 and a substation mechanic in 1943. In 1949 he became labor foreman, the position he held at the time of his promotion.



Mr. Morrison



Mr. Lee



Mr. Harrington



Mrs. Triplett

Promotions Announced In Our Engineering, Accounting Depts.

Two promotions, involving Lake Charles and Beaumont engineering employees have been announced. The promotions became effective January 1.

Paul A. Harrington, formerly engineering supervisor for Lake Charles Division, has been named project engineer, System Engineering Department, Beaumont, and Norman R. Lee, formerly project engineer, Beaumont, has been named Lake Charles Division engineer.

Mr. Harrington

Mr. Harrington, a native of Baton Rouge, attended Southwestern Louisiana Institute at Lafayette and Southern Methodist University at Dallas, where he received a BS degree in electrical engineering. He joined Gulf States in 1947 as an engineering assistant in Lake Charles. He became a junior engineer in 1949, an engineer in 1951, engineering supervisor in 1954, and division engineer in 1956, the position he held at the time of his promotion.

Mr. Lee

A native of Grayson, Louisiana, Mr. Lee attended Louisiana State University at Baton Rouge and the California Institute of Technology at Pasadena, where he received a BS degree in elec-

trical engineering. Mr. Lee joined our Company in 1949 as an engineering assistant in Beaumont. He became a junior engineer in 1949. He left Gulf States in 1951 for service for service with the U. S. Navy, returning in 1952 as an engineer at Beaumont. In 1953 he became assistant general substation foreman and in 1956, he was named project engineer, the position he held at the time of his promotion.

Accounting

Two promotions, both in the Beaumont Accounting Department, have been announced. Employees promoted were Doris L. Campbell and Eleanor J. Triplett. The promotions became effective December 16.

Miss Campbell

Miss Campbell, senior clerk in the General Accounting Department, has been transferred to the Machine Accounting Department and promoted to the position of confidential records clerk.

A native of Jasper, she graduated from Beaumont High School and from Lamar College, Beaumont, with an AB degree. She joined Gulf States in 1939 as a comptometer operator in Beaumont. In 1950 she became a senior accounting clerk in the Plant Accounting Department and last November,



Miss Campbell

became a senior clerk in the General Accounting Department, the position she held at the time of her promotion.

Mrs. Triplett

Mrs. Triplett, senior clerk in the Payroll Accounting Department, will assume additional responsibility and is reclassified as confidential records clerk in the Payroll Department.

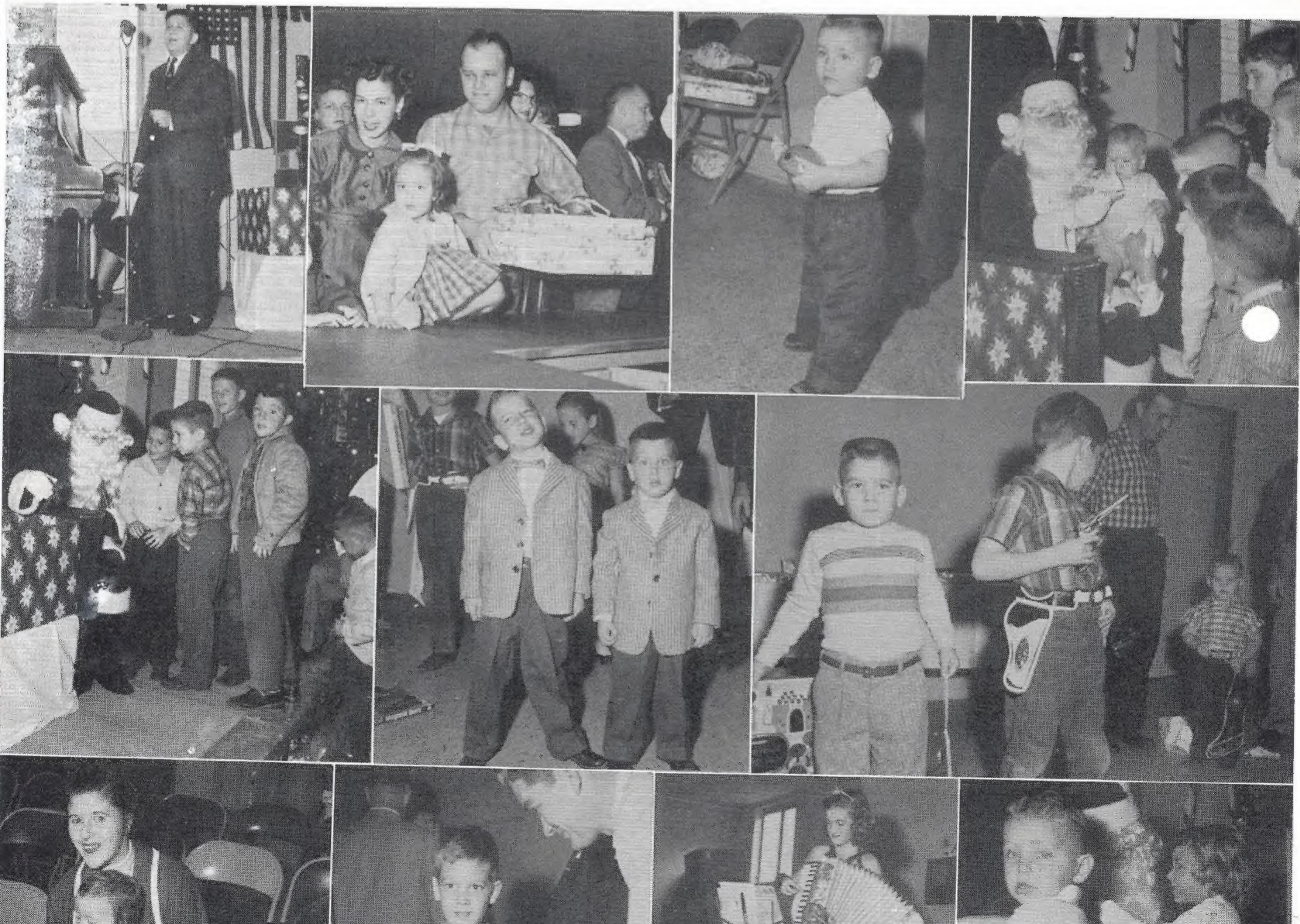
A native of Jonesboro, Louisiana, she graduated from high school there. She joined our Company in 1948 as a stenographer in the Accounting Department, Beaumont. In 1949 she became plant accounting clerk and later that year, accounting clerk, in 1951, senior accounting clerk, and last November, senior clerk, the position she held at the time of her promotion.

For your album of memories . . .



CHRISTMAS - 1957

Baton Rouge Division



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Woodville





Beaumont Engineering Department

Beaumont Accounting Department



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Beaumont T & D and Substation Departments





Beaumont Sales Department

Port Arthur Division



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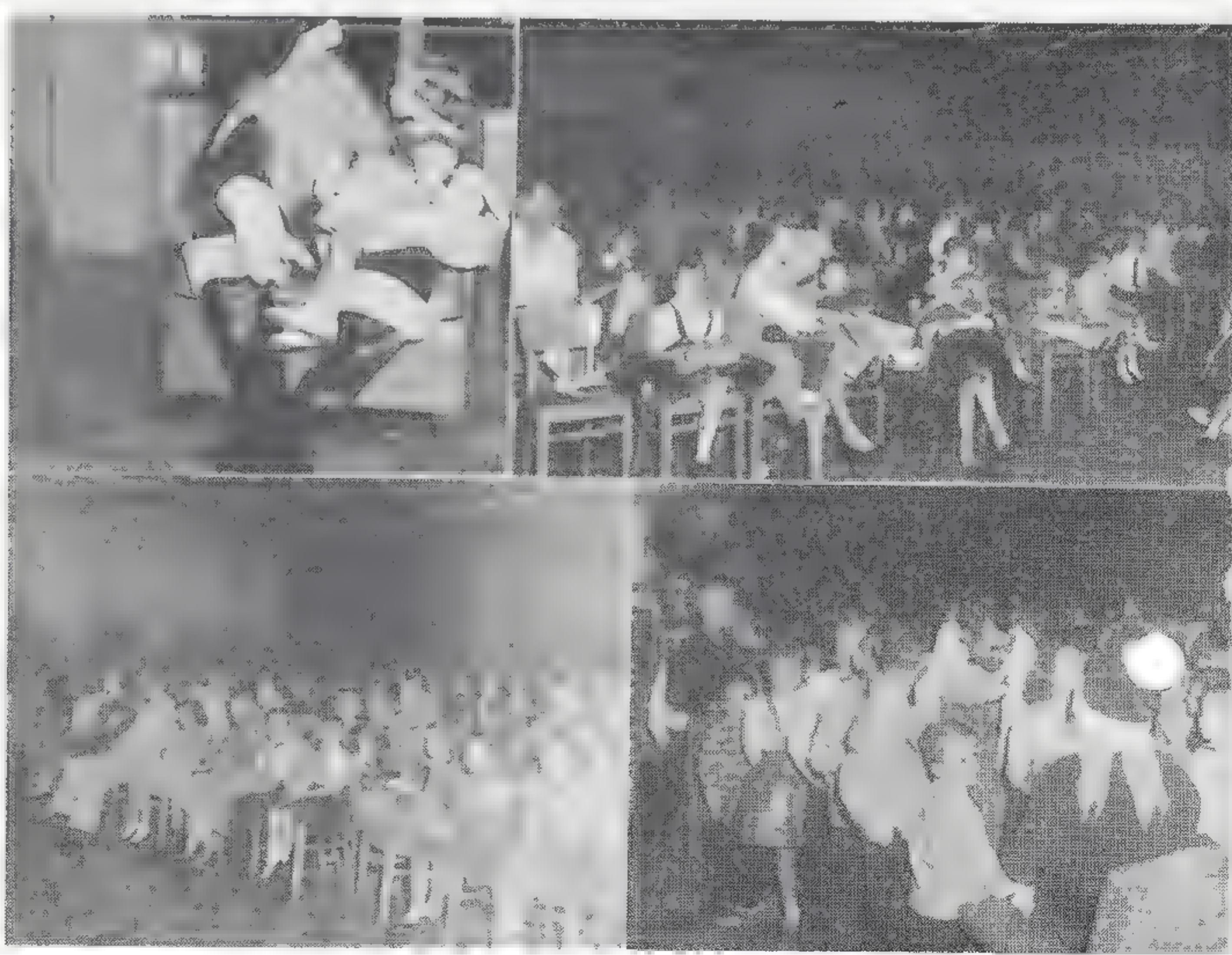
Beaumont Service Center T & D





Navasota Division

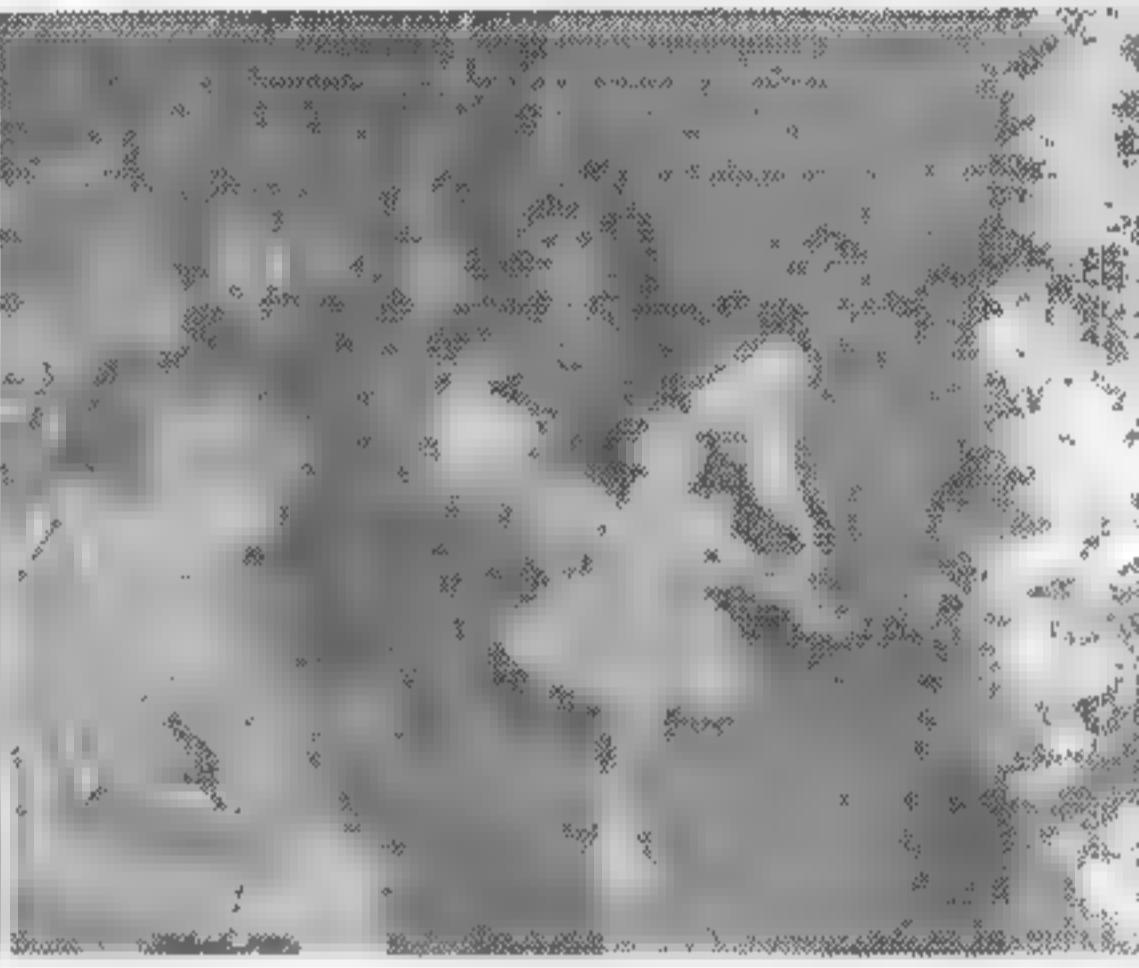
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Orange District

Jennings



Colored Divisions

Baton Rouge Division





Beaumont Division



Jennings District

Port Arthur



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Orange District



SERVICE AWARDS

40 Years



F. P. Allen
Sales
Beaumont

30 Years



D. M. Dean
Distribution
Navasota



F. F. Johnson
Sales
Lake Charles



J. T. Lane
Sales
Baton Rouge



H. C. LeVois
Sales
Beaumont

10 Years



H. W. Ballard
Distribution
Baton Rouge



Bernice Eaves
Accounting
Beaumont



S. L. Eisworth
Distribution
Baton Rouge



Rose Ann Johnson
Distribution
Beaumont



E. J. Sanchez
Distribution
Baton Rouge



W. S. Sharp
Distribution
Sulphur



W. L. Simpson
Engineering
Beaumont



H. C. Stabler
Distribution
Navasota

Colored Division

30 Years



Westley Fields
Production
Beaumont



Joseph E. Guillory
Production
Lake Charles



Jeffie Simms
Distribution
Beaumont



Julius B. Smith
Production
Lake Charles

10 Years

J. L. Crouch, Retired Employee, Elected Mayor of Calvert



Mr. Crouch

Retired Gulf Stater John L. Crouch has been appointed mayor of Calvert. Mr. Crouch was named by the City Council to fill the unexpired term of Dr. W. C. Taylor Jr., who has resigned.

Mr. Crouch, who had been with Gulf States since 1917, was our district superintendent at Calvert, at the time of his retirement May 1, 1956. Mr. Crouch has lived in Calvert for a number of years and has been active in civic affairs there, having served on the board of trustees for the Calvert

Independent School District, as past president of the Calvert Chamber of Commerce, on the board of directors of the Calvert Country Club and is presently serving as president of the Calvert Housing Authority.

Mr. Crouch is the second GSU annuitant to become a mayor in recent years. C. H. "Chief" Meeks, former district superintendent at Orange, who retired September 1, 1955, is now serving as mayor of Orange.

BEST BRAINSTORMERS NAMED IN FINAL MONTH OF SAFETY CONTEST

Winners in the Safety "Brainstorm" Contest for December, final month of the contest, have been announced. Safety Director Frank Jones expressed appreciation to the many employees who participated in the contest and contributed to its success. "We are most pleased with the cooperation we had in the contest, and hope the brainstorming helped employees to be more safety-conscious," he said.

Here are December's winners:

G. A. Bossley,
Production, Beaumont

"By tilting your chair against the wall, you're asking for a nasty fall. Serious injuries are caused by chairs slipping out from under the sitter when he leans back in a chair. Sitting in a swivel chair with rollers and crossing feet on a desk will cause a fall if you lean forward to get an object from your desk."



Helen Clark, Credit and Collections, Beaumont

"Watch where you are going, what you are doing, and how you are doing it. Don't expect someone else to be alert for you."



T. O. Charlton,
district superintendent, Orange

"Drive 55 and stay alive."



A. G. Fontana,
Stores Auditing,
Beaumont

"Our activities cover a wide scope, especially so around the home. Statistics reveal the continued failure of recognizing the danger of contact-

ing energized pipes, the use of unsafe ladders, steps, etc. You or your loved ones cannot play a part for any losses —be yourself and keep in mind the word 'SAFETY' is not obsolete."

Roy L. Hester,
Statistical Department, Beaumont

"When you take the wheel of your automobile,

It won't hurt to stay alert,

To make sure you arrive alive."



Horace LaCombe,
Residential Sales,
Lafayette

"Little BoPeep went fast asleep

While driving her little Austin.

She woke up all spent

With her frame all bent,

Said, 'Accidents sure are cost'in.'



Henry A. Marino Jr., Engineering, Beaumont

"Don't gamble with traffic, the cars may be stacked against you."



Jerry Roberts,
General Accounting, Beaumont

"Douse that cigarette in a metal container or else our new office building will be just a remainder."

J. S. Turner, Publicity, Beaumont
(No picture is printed as he has been a previous winner.)

"Modern push-button driving is wonderfully convenient for motorists . . . but it can be a hazard for small children left in a parked car with the engine running. Curiosity plus kids plus an easy-to-reach button could add up to a runaway car and a bad accident."

R. L. Wynne,
Statistical Department, Beaumont

"Now listen to reason

This is the season

That windshields are tempted to frost.

Together with grime

You won't have time

To see clearly, before all is lost.

So carry a cloth

And wipe it off

You can be sure the damage will cost."





Mr. Wilkerson

R. K. Wilkerson To Retire After 45 Years With GSU

Richard K. Wilkerson, plant superintendent of Neches Station, will retire February 1, after 45 years of service with Gulf States and its predecessor companies.

A native of Wayne County, Georgia, Mr. Wilkerson attended Louisiana State University at Baton Rouge. He began working with our then affiliated companies in Jacksonville and Key West, Florida, in the Engineering Departments, in 1913. He was transferred to Port Arthur in 1923 as assistant chief engineer and the following year was transferred to Beaumont as chief engineer. In 1928 he returned to Port Arthur as chief engineer, and in 1931 went to Baton Rouge in the same capacity. He became superintendent at Neches Station in 1953, the position he holds at the time of his retirement.

Mr. Wilkerson, a safety advocate, says that before he leaves the company, he'd like to urge employees to be safety-conscious. He has an outstanding safety record himself, having never had a disabling accident, nor been involved in an accident in which anyone was injured.

Mr. and Mrs. Wilkerson plan to return to Baton Rouge, following his retirement, where they will remodel their former home.

86% Of Eligible Employees Taking Part In Thrift Plan



As the Employees Thrift Plan enters its sixth month, Gulf Staters will be interested to know that 86 per cent of all eligible employees have elected to participate in the program.

Between the plan's effective date, August 1, 1957, and December 1, 1957, some 1,893 out of 2,201 Gulf Staters invested \$149,940 of their money in the plan. Including the 50c which our Company puts up for every dollar put up by the employee, the total sum invested amounts to \$224,910.

Trustee Invests in Stocks

These savings are invested by the trustee of the plan (First National Bank of Beaumont) in our Company's common or preferred stock or in a cash savings account, at the direction of the employee member.

Participating Gulf Staters have shown an overall preference for the common stock option over the preferred stock and savings options. As employee stockholders, they possibly feel that the value of their investment would grow as our company grows. Another possible influencing factor is that owning common stock affords a degree of protection against inflation which might, in the case of the other two options, depreciate the value of the dollars that they will get back later. Common stock prices fluctuate, of course, with the national economy. If the value of a dollar goes down, more dollars are needed to purchase a share of common, and more dollars are received for the sale of a share, and vice versa.

Popular Plan

Enthusiastic participation in the Thrift Plan points up its popularity and the fact that most participants favor investing in our common stock indicates that many Gulf Staters are willing to invest in the future of our Company, and that they are going to work hard to insure that their stake in that bright future is a good investment.



Mr. Westbrook

A. A. Westbrook Will Become Annuitant In February

A. A. Westbrook, accountant in our General Accounting Department, Beaumont, will retire February 1, after 30 years of service with our Company.

A native of Florian, Louisiana, Mr. Westbrook graduated from Pearson High School and attended Walden Business College there and Port Arthur Business College.

He joined Gulf States in 1927 as a payroll clerk in Beaumont, becoming a utility clerk later that year. During the next several years he served as automobile clerk, merchandise records clerk and merchandise storekeeper. In 1933 he went to Silsbee as relief cashier. He returned to Beaumont in 1935 as storeroom clerk. In 1941 he became stores record clerk and in 1949, accountant in stores. In 1950 he became an accountant in the General Accounting Department, the position he holds at the time of his retirement.

East Baton Rouge and Calcasieu, two of the 19 Louisiana parishes we serve, were first and third, respectively, in the state's industrial expansion during 1957, according to the Louisiana Department of Commerce and Industry.



Near Westlake

Roy Nelson Station Is 'Shaping Up'; To Begin Operation Next Summer

Mr. Robinson

Mr. Robinson Named Campaign Chairman Of Beaumont's UA

E. L. Robinson, our vice president and general sales manager in Beaumont, has been named chairman of Beaumont's 1959 United Appeals campaign.

During the past two years he was a UA campaign vice chairman, heading the activities department one year and the general solicitation department the next. His department composed of the school, port, small business and rural divisions, reached 113 per cent of its 1958 campaign quota.

Mr. Robinson has been a campaign leader in all four major departments of the United Appeals campaign. For two years he served as chairman of the campaign's education committee and served a term as chairman of the awards committee.

Prior to the establishment of the United Appeals, Mr. Robinson served as chairman of the board of the Beaumont Community Chest. His additional civic work has included serving as first vice president of the Baptist Hospital board of trustees, secretary and president of the Beaumont Rotary Club, and president of the Beaumont Community Council.

A forest of pine trees on the outskirts of West Lake, Louisiana is giving way to a spread of structural steel for our Roy S. Nelson electric generating station. The new 222,000 kilowatt, outdoor-type power plant will begin operation next Summer when the first 111,000 kilowatt unit goes on the line.

Work has been in progress at the site for a little over a year and more than 300 construction employees are now working there. One of the major problems faced by the plant builders has been rainy weather, the heavy rains often turning the plant area into a sea of mud. A recently completed hard surface road has helped overcome

many of the transportation difficulties.

Also nearing completion at the site is a step-up substation which will boost voltages for long-range transmission to all points in our service area.

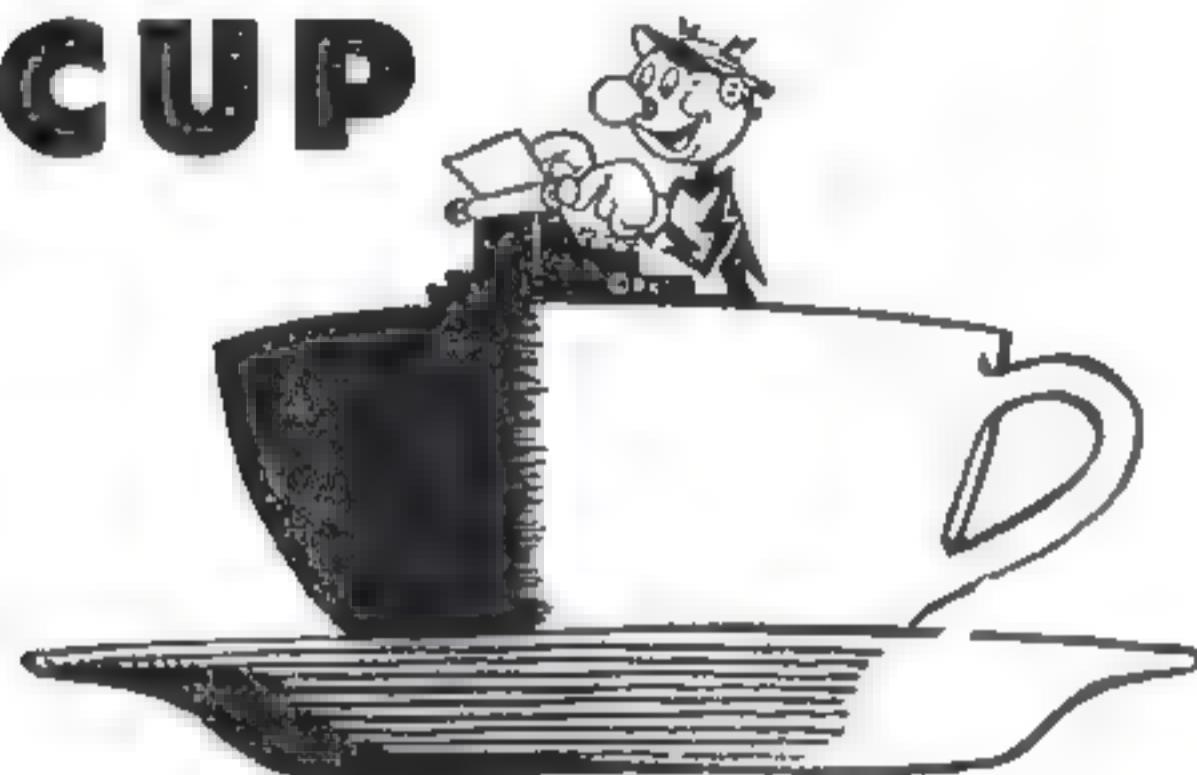
When the first 111,000 kilowatt turbo-generating unit begins commercial operation at this, our fourth generating station, our Company will have a total electric capability of more than a million kilowatts. Another Gulf States' milestone, Nelson Station is an important part of our Company's gigantic construction program which calls for an investment of \$180 million by 1962.



Transmission lines from Nelson Station will inter-connect with our transmission network to carry power to all parts of our service area.

Plain Talks

over the COFFEE CUP



KNOW YOUR REPORTER

Each month a thumbnail sketch is carried in this section of the magazine to acquaint *PLAIN TALKS* readers with their fellow workers who report the "goings on" from the various towns, districts and divisions in our system. Knowing who your reporters are, you can more easily supply them with information which they and *PLAIN TALKS* are happy to have.



Margie Force

Margie, a stenographer in the Baton Rouge T & D Department, started working for Gulf States in August, 1947. She is active in Beta Sigma Phi, international sorority. Margie has served on the Short Circuit Committee for several years and has an active interest in the bowling team.



Executive Vice President H. C. Leonard, second from right, congratulates Baton Rouge Division men on receiving three awards last month for kilowatt-hour gains. Left to right, are L. C. Christian, district superintendent; Tully Brady, supervisor of the northern district, holding plaque for his district's achievement of an average of 2500 kwh per home customer gain; C. B. Barron, division sales superintendent, holding the Nelson Trophy for Baton Rouge Division's having highest gain in kwh per customer; Mr. Leonard; and Marcus Andrews, residential sales superintendent, holding plaque for metropolitan Baton Rouge's having attained an average of 3,000 kwh per home customer.



Martha Stewart, Purchasing Department, resigned from our Company December 20, to await the arrival of the stork. She was presented with a gift by the employees of Government Street and the girls of the Purchasing Department treated her to dinner at Bob & Jake's.

Wanda Slaven is a new member of the Purchasing Department, having replaced **Martha Stewart**.

Mr. and Mrs. R. S. Pace drove to Beaumont to spend Christmas.

—By Ethel Sharp

We're happy to welcome the following new employees to the various departments: **Donald Sullivan**, Commercial Sales; **Virginia Guy**, PBX; and **Mavis Watts**, Sales.

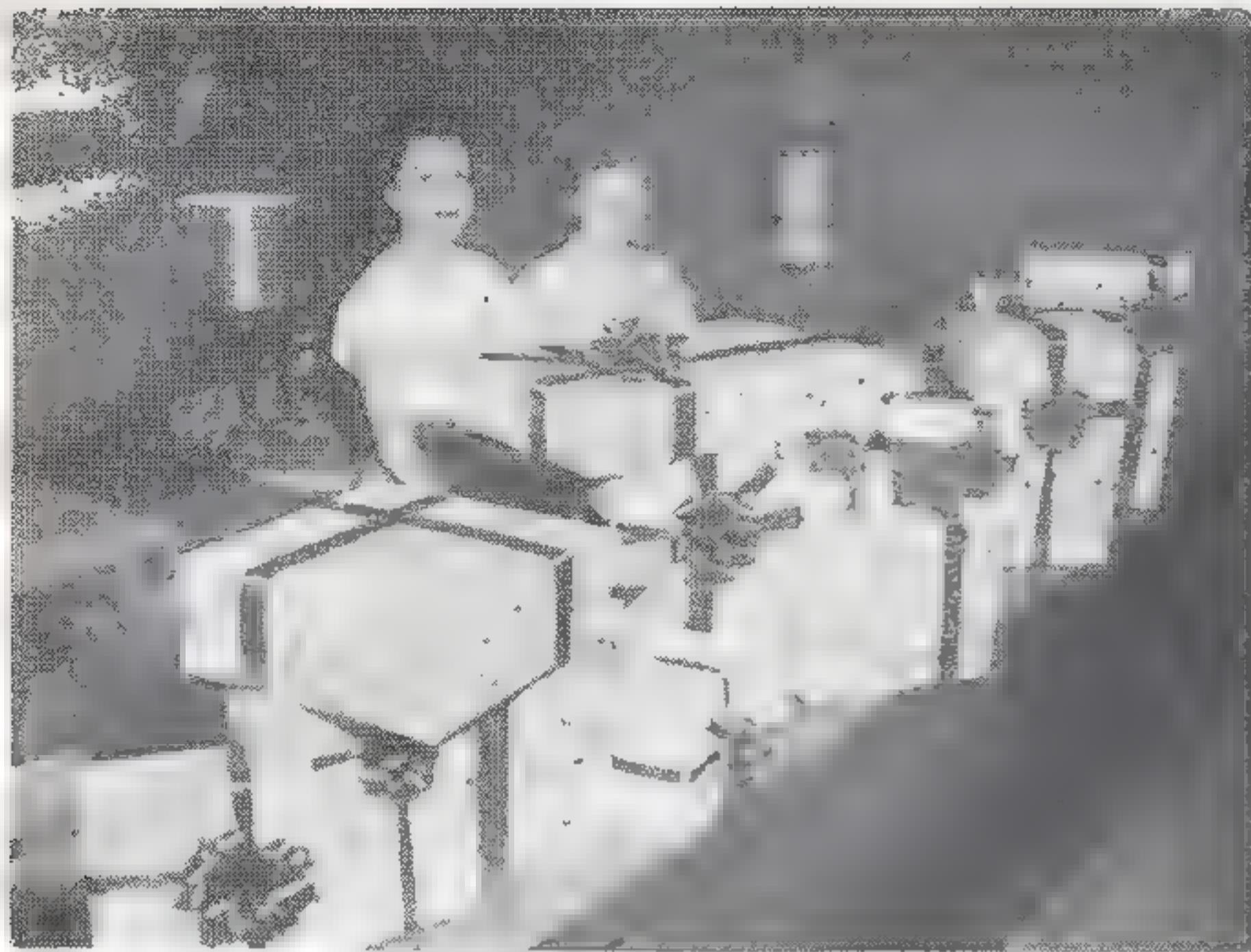
Marjorie Strahan is leaving us to become a homemaker, and will be replaced as saleslady by **Jean Doyon**.

—By Lois Landry

Their third annual Christmas party was held December 17 by the "Secret Pal" Club in the Mirror Room of the Bellemont Hotel in Baton Rouge. Composed of girls in the Customers Accounting and Credit Departments, club members early each year select a "secret pal" and reveal the pal's name at the Yule Party.

It adds up to a gay exciting party and the club this year thanked **Jackie Braud**, **Jennetta Cole**, **Joyce Staples** and **Ann Smith** for an elegant affair.

Club members are: **Ann Smith**, **Dixie Taylor**, 'Cookie' Hays, **Betty Lou Robbins**, **Hazel Haviland**, **Margaret Leddy**, **Coleen Donaldson**, **Georgett Adams**, **Karol Parkerson**, **Joyce Staples**, **Mary Ann Sleeth**, **Lois Belle**, **Narlene Harper**, **Sue Mayes**, **Jackie Braud**, **Jennetta Cole**, **Betty Caston**, **Janie Little**, **Frances Roshto**, **Janis Theriot**, **Mary Monahan**, and **Irene Serpas**.



During the Christmas rush on electrical gifts for employees PLAIN TALKS' camera caught, left to right, Jesse Hart, Jean Doyon and Margie Strahan behind their mountain of beautifully wrapped packages in the Baton Rouge office.



They're "pals!" Among those attending the "Secret Pal" Club's Christmas party in Baton Rouge, were, left to right, Hazel Haviland, Janis Theriot, Frances Roshto and Irene Serpas, all of the Accounting Department.



LAFAYETTE

Lafayette's Line Department lost two eligible bachelors last month. **Rayford Bertrand** and **Rodney Touchet** were married two weeks apart. Ray married **Nola Lee Stelly** of Opelousas, and Rodney was wed to a girl from **Vatican, Louisiana**. Both couples are residing in Lafayette.

Three new Line Department employees are **Wilson Meaux Jr.** of Rayne, Louisiana, **Thomas L. Broussard** and **Joe Duhon**, both of Maurice, Louisiana.

Henry Legnon was very impressive as Santa Claus at our annual Christmas party December 17, in Isenberg Hall. **Gerry Fournet** provided delicious refreshments for the partygoers. Special recognition goes to **Earl Boussard**, **Russell Bonnet**, **Cullen Rome**, **Ann Hornberger**, **Cynthia LaChaussee**, **Barbara Cortese**, **Delores Young**, **Cynthia Nolan** and the Sales Department for the wonderful work their committees did.

—By Cynthia Nolan

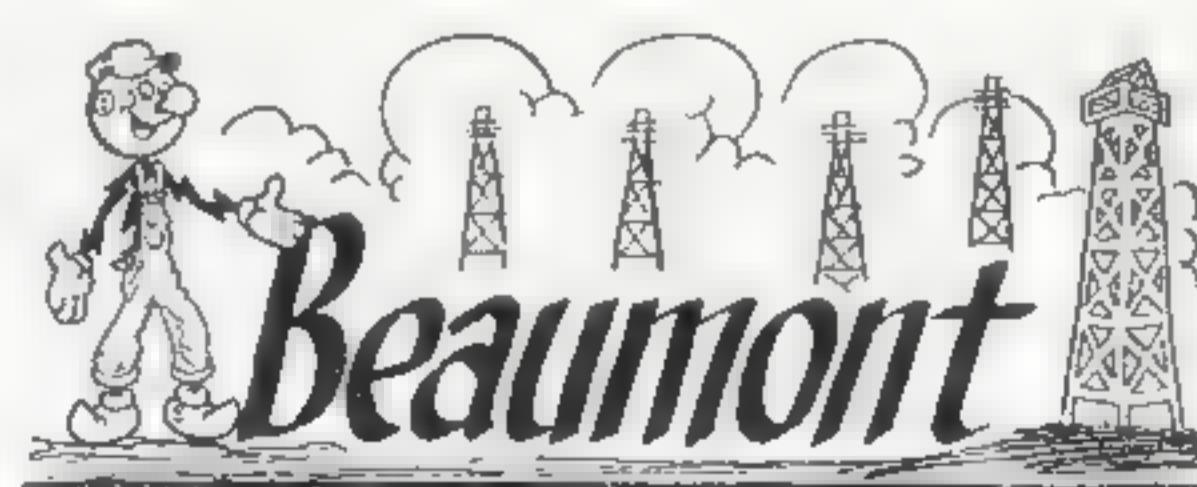
JENNINGS

The annual safety barbecue was held at the Jennings Storeroom November 6. Special guests for this event included **J. R. Peckman**, Lafayette district superintendent, **Pat Sullivan**, company surveyor, and his crew; **S. L. Stelly**, Lake Charles safety director, and **Mrs. Stelly**. Special thanks go to **Betty Merrill**, Jennings home service advisor, and her helpers for the preparation of the delicious food.

Betty Merrill was a judge for the annual "Balanced Farm Home" award recently. She was selected by the Lafayette Chamber of Commerce.

Mr. and Mrs. Marian Wagnon flew to Clearwater, Florida to spend Thanksgiving with Mrs. Wagnon's sister. Martin is a residential sales representative.

—By Mary Gauthier



Myrtis Coltharp, daughter of **Mr. and Mrs. J. B. Coltharp** (he's operations manager, Beaumont) has been elected

to a freshman council office in the Baptist Student Union at Lamar College of Technology here. Myrtis was named devotional chairman.

Mr. and Mrs. Robert W. Sherwood (he's engineering manager, Beaumont) visited Lubbock Air Force Base last month to see their son, **Robert W. Jr.** receive his wings and commission as second lieutenant. Lt. Sherwood accompanied his parents home for a few days' visit before leaving for Cheyenne, Wyoming to attend AF Supply School at Francis E. Warren Air Force Base. En route to Wyoming, he stopped in Austin to visit his brother, **John**, a student at the University of Texas.

—By Lola Martin

Name's The Same

A stranger calling our Beaumont office and asking for "Ray Pace," might get pretty confused unless he knew what department the particular Pace he wanted worked in. With the transfer of Ray Pace from Baton Rouge to Beaumont, January 1, the Beaumont office now boasts two Ray Paces. Oliver Ray Pace, who was already in Beaumont, is a residential sales representative. Ray S. Pace is our new purchasing agent in Beaumont. Both men are called "Ray".

ORANGE

J. D. McCune and O. C. "Buck" Wingard spent their recent vacation deer hunting and fishing. J. D. got a three-point buck and Buck got an eight-point one. J. D. and another companion also caught 26 red fish on a trip.

Morris Johnson spent his last week of vacation working on the new addition to his home.

Davie Ruth Carpenter, Service Department, was also a recent vacationer, as was Charles Sunders, Meter Department. Charles and his family drove to Ohio for Christmas.

—By Reba Willey

KOUNTZE

Joan Hargraves is the new employee in our Kountze office. She and husband, James, have three children. She formerly was employed as an office manager in Liberty and Dayton. Joan replaces Era Beth Wren.

Era Beth Wren and Howard Jowers were married in the chapel of the First Methodist Church at Jacksonville, Sunday, December 1, with the pastor, Dr. Pevey, officiating. After a wedding trip to Arkansas and Missouri, the Jowers are living in Jacksonville where Howard is a technical scientist in a manufacturing plant.



Yvonne Ellis and David T. Helffrich were married November 2, at St. Paul's Lutheran Church in Port Arthur. Yvonne is a customer clerk in the Port Arthur Accounting Department. She and her husband are living in Beaumont.

Barbara Goodwin, sales stenographer, is mighty happy over the return of her husband, Wingette, from Fort Chaffee, Arkansas. He has completed six months of active duty with the Army.

—By Rosemary Vaught

gulf staters in the news

Goree Matthews, superintendent at Calvert, has been re-elected to the Board of Directors of the Calvert Chamber of Commerce.

O. C. "Buck" Wingard, commercial sales representative, Orange, has been selected as chairman of the Women's March of Dimes in Bridge City.

J. P. Pevoto, supervisor of Accounting, Orange, has been presented the Luther Halsey Gulick Award by the National Awards Committee. The award is the highest national symbol of recognition for outstanding service to a local Camp Fire Girls program. This is the first such award ever presented to the Orange Council. Mr. Pevoto has served seven years in the following capacities: committee member, finance chairman, regional representative, camp chairman, and was active in the development of the Girls' Camp on Cow Creek.

Mrs. Thelma Carson, home service advisor, Beaumont, was a member of the panel which presented a program on "New Trends in Home Building", at the Sabine Area Home Economics Unit meeting December 10 in Beaumont.

R. W. "Red" Duham, chief clerk, Port Arthur, has been elected a member of the Port Arthur Chamber of Commerce Board of Directors.

Ray Pace, Beaumont Division residential sales representative, has been named chairman of the March of Dimes drive in Vidor.

SYMPATHY

PLAIN TALKS extends sympathy to President Nelson, whose twin brother, Ray E. Nelson, died following a heart attack in Altona, Pennsylvania, January 1.

—O—

PLAIN TALKS extends sympathy to Ann Ethridge, Engineering Department, Beaumont, whose father, Henry Banks, died December 22 in Houston.



Mr. and Mrs. Harold Beaugh are parents of a daughter, born December 27. The baby had not been named at presstime. Mr. Beaugh is a district serviceman working in the Church Point area.

Mr. and Mrs. Chester Farmer announce the birth of a daughter, Jeannette Rita, born December 20. Mr. Farmer is with the Lafayette Line Department.

Mr. and Mrs. Wilson Meaux Jr. are parents of a daughter, Jacqueline Marie, born December 20. Mr. Wilson, a new employee, is with the Lafayette Line Department.

Mr. and Mrs. Virgil M. Shaw announce the birth of a daughter, Ruth Anne, born October 30. Mr. Shaw is an industrial sales engineer in Port Arthur.

Mr. and Mrs. John Anthony Garcia are parents of a son, John Anthony Jr., born October 7. Mr. Garcia is in the Production Department, Beaumont.

Mr. and Mrs. J. R. Wheeler have a new son, born in October. He has been named Steven Mark. Mr. Wheeler is in the Production Department, Beaumont.

A son, Richard Owen, was born to Mr. and Mrs. W. K. Haynie in October. Mr. Haynie is in the Production Department, Beaumont.

St. Francisville, Louisiana got its name from a monastery built by Capuchin Friars in 1785 in honor of St. Francis of Assisi on land granted by the king of Spain. This section was early settled as there was a Fort St. Reine on the town's present site as early as 1736.

GROWING with Gulf Staters



Patricia Lynn and Michael Sonnier, children of Mr. and Mrs. Cecil S. Sonnier, Albuquerque, New Mexico, are grandchildren of Mr. and Mrs. Frank B. Sonnier. Mr. Sonnier is distribution supervisor at Lafayette Station. Pat is ten months old, and Mike, 21 months old.



Kenneth Wayne Parks is eight and a half months old and the son of Mr. and Mrs. Bob Parks. Mr. Parks is in our Service Department at Lake Charles.



Mary Susan is one year old and the daughter of Mr. and Mrs. Fred Parent. Mr. Parent is a residential sales representative in Port Arthur.

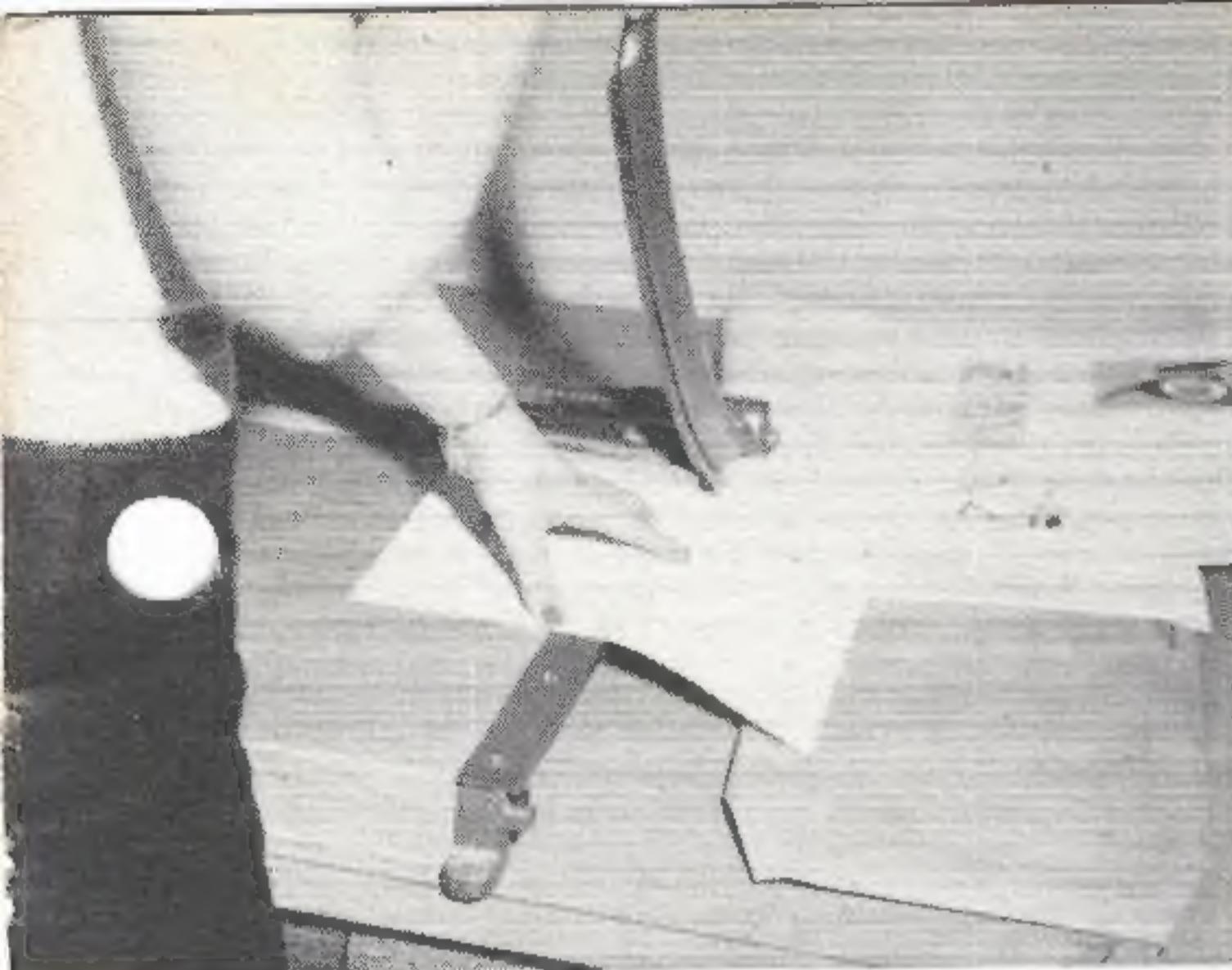


Paula Ann Johnson is the daughter of Mr. and Mrs. Dude Johnson. Mr. Johnson is with our Sales Department, Orange. Paula is seven months old.



These young ladies are Belinda (left), age five and a half, and Donna Gail, age four and a half, daughters of Mr. and Mrs. B. L. Toups. The Toups have another daughter, Cheryl, who is three months old. Mr. Toups is in the T & D Engineering Department, Beaumont.





To illustrate the procedure for getting treatment in our first-aid rooms, let's take the case of Carol S. Ness, who's not watching her "pinkeys" while trimming paper.



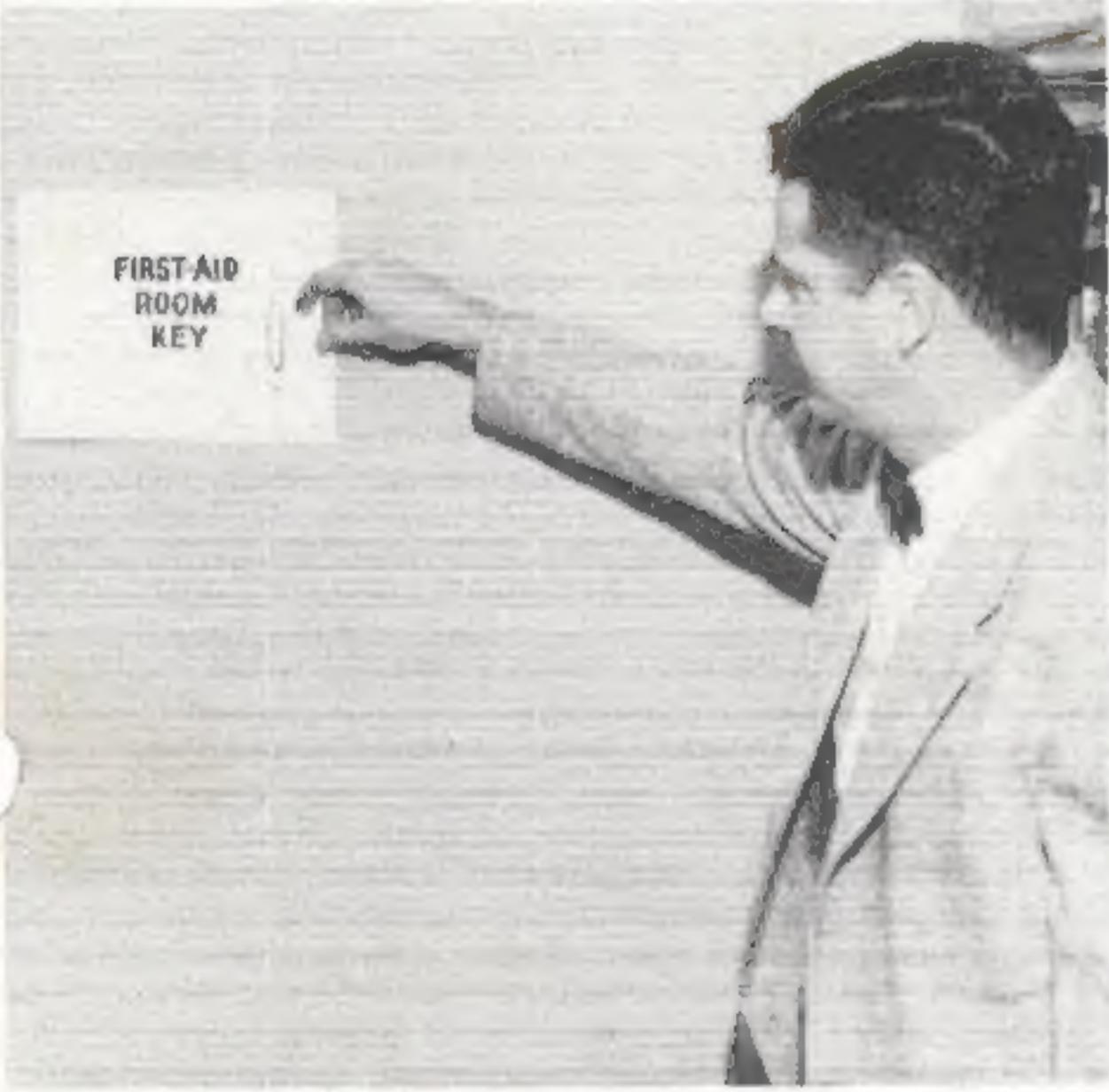
A neatly sliced finger results. It's painful and Carol decides she had better get some assistance, quick, so she calls Abel Aider, a supervisor on her floor.



Abel quickly answers the summons, inspects the injury and escorts Carol to the first-aid room for treatment.

Be Prepared For On-The-Job Accidents - - -

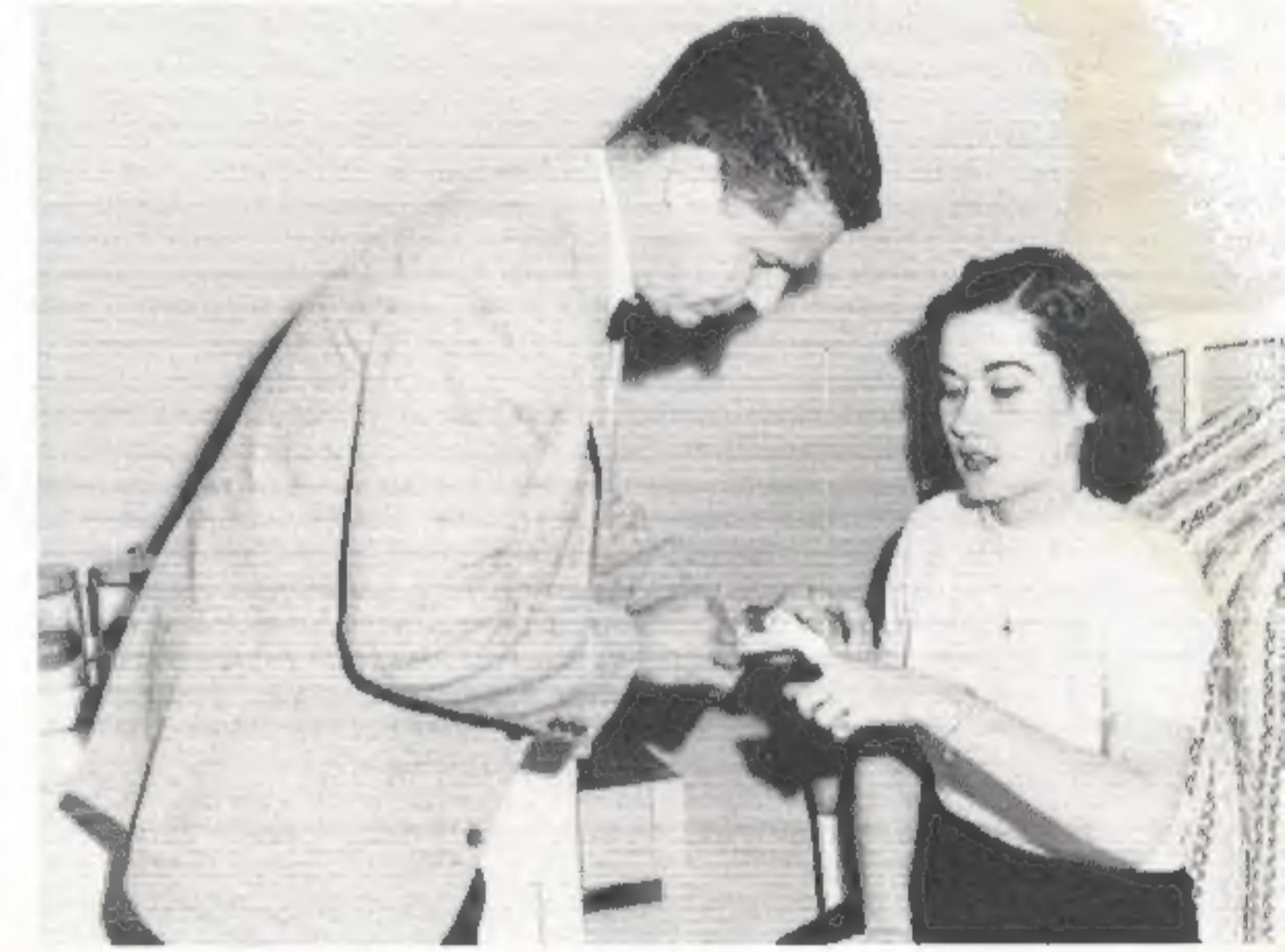
Know How and Where To Get First-Aid



Although the key is in the custody of Abel, it is readily available to any accident victim if Abel is absent.



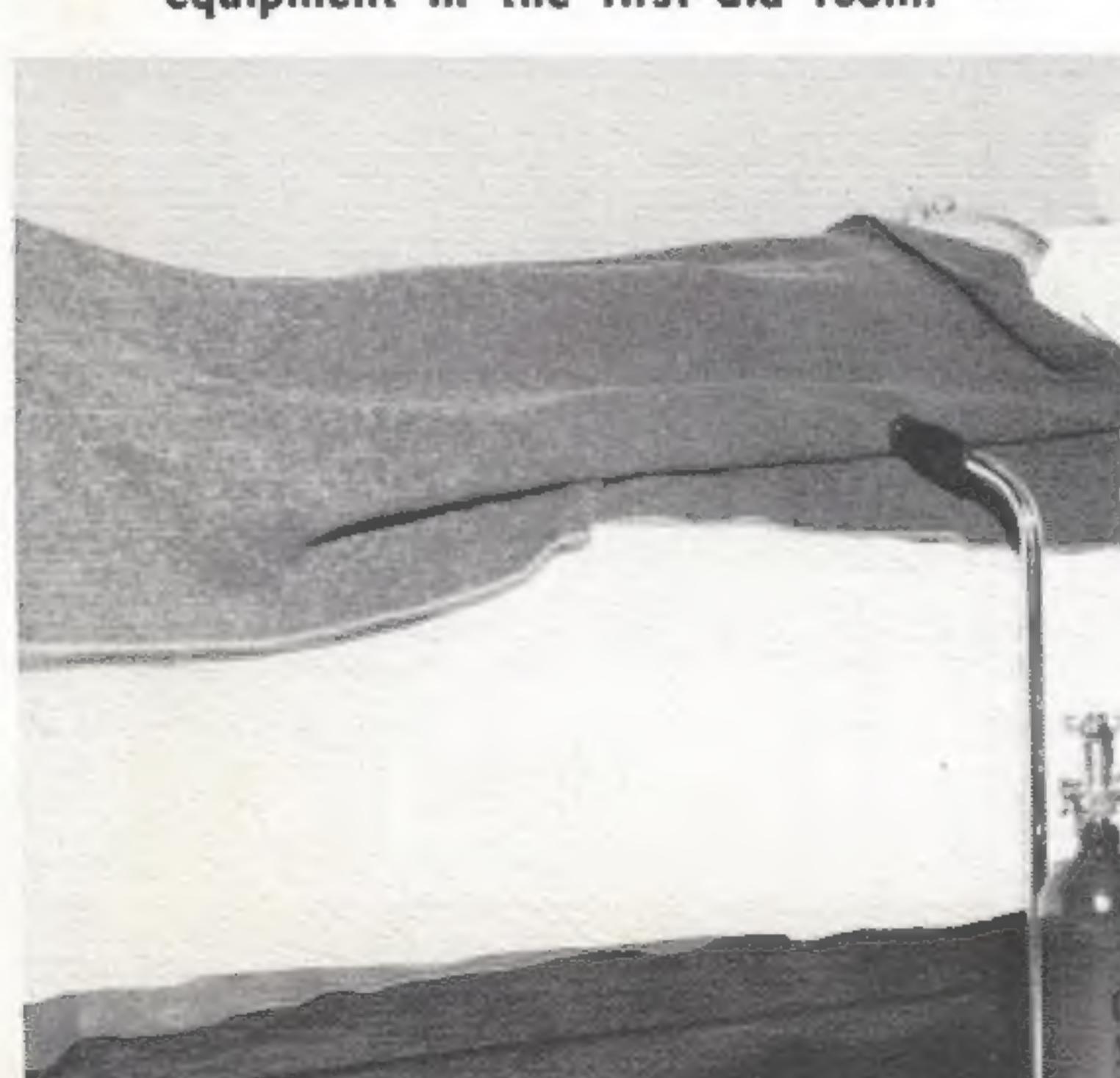
Knowing where medical supplies are, Abel wastes no time and begins to disinfect the wound.



After the cleaning, a sterile bandage is carefully applied and Carol's worries vanish — the finger is saved to type another day.



If there's no first-aid room where you work, well stocked kits like this are available throughout the Company. Keep the kit in your care ready at all times.



Abel, assisted by B. E. Safe, demonstrated treatment for shock, using oxygen equipment in the first-aid room.



in other areas are treated from well stocked kits. (Pictures were posed by Jeanette LeBlanc, stenographer and J. E. DeJean, supervisor, both in the Advertising Department, Beaumont, and Anders Poulsen, safety representative.)

Beaumont Garage Crew Wins Safety Award



Floyd R. Smith, operating superintendent, Beaumont Division, presents A. M. Sirman, garage foreman, with a plaque for the Beaumont Garage Department's having worked from September 14, 1947 through September 14, 1957, without a lost-time accident.

Recent Test of 10,000 Drivers Shows Over Half Unable To Operate Motor Vehicles Safely

A large city recently conducted a psychiatric examination of 10,000 vehicle drivers. More than fifty per cent of these drivers were considered unsafe to operate a motor vehicle due to physical deficiencies. Approximately 100 were of unsound

mind. A large number had previously been confined in mental institutions and the others affected suffered from various and numerous physical defects. — *Reprinted from SOUTHEASTERN ELECTRIC EXCHANGE.*